

Message Text

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SUBJ: GLOBAL MARKET RESEARCH: FOOD PROCESSING AND PACKAGING
EQUIPMENT-ISRAEL

REF: STATE A-1665

(1) MARKET RESEARCH DIVISION (MRD) REVIEW OF MID-SURVEY PROGRESS
REPORT REVEALS SOME POTENTIAL PROBLEM AREAS IN CONTRACTOR'S
WORK ON SUBJECT RESEARCH REPORT. IN EFFORT CIRCUMVENT
DEFICIENCIES IN FINAL REPORT, POST REQUESTED TO SUBMIT FOLLOWING
COMMENTS RE MID-SURVEY PROGRESS REPORT TO CONTRACTOR.

2. (A) VALUES GIVEN IN TABLES INACCURATE IN SEVERAL INSTANCES,
DUE TO TYPOGRAPHICAL ERRORS OR MISCALCULATIONS. FOR
EXAMPLE: IN TABLE 1, SALES OF PROCESSING EQUIPMENT IN 1972
SHOULD READ 74,000 IL (NOT 24,000), AND SALES OF
PACKAGING EQUIPMENT IN 1973 SHOULD READ 20,000 IL (NOT
2,000); IN TABLE 2, SALES FIGURES FOR MEAT PRODUCTS IN
1973 ARE CONVERTED AT IL 4;69 (RATHER THAN 4/20) EQUALS \$1.
WE CANNOT DETERMINE IN SOME INSTANCES, AS IN LATTER EXAMPLE,
WHICH OF TWO FIGURES (DOLLAR OR IL) ARE CORRECT.
CONTRACTOR REQUESTED CAREFULLY REVIEW FOR ACCURACY ALL DATA
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CONTAINED IN FINAL REPORT.

(B) GROWTH OF MARKET AS PRESENTED IN TABLE 1 (I.E., ONE PERCENT AVERAGE ANNUAL GROWTH RATE OR BOTH FOOD PROCESSING AND FOOD PACKAGING EQUIPMENT SALES BETWEEN 1973 AND 1978) HIGHLY QUESTIONABLE, PARTICULARLY IN VIEW OF: (1) COMMENT IN PARA (C), P. 2 OF MID-SURVEY PROGRESS REPORT, AND (2) GROWTH OF MARKET FOR MAJOR SECTORS PRESENTED IN TABLE 2 (I.E., SEVEN PERCENT AVERAGE ANNUAL GROWTH RATE DURING SAME PERIOD FOR COMBINED SALES OF PROCESSING EQUIPMENT TO 3 MAJOR SECTORS. BASED ON TABLES 1 AND 2 DATA, THESE SECTORS TOGETHER ACCOUNT FOR 49 PERCENT OF TOTAL MARKET IN 1973 AND 65 PERCENT IN 1978).

(C) FOOTNOTES (A) AND (B) IN TABLE 1 NEED FURTHER EXPLANATION. DOES "10 TO 11 PERCENT" INDICATE AN AVERAGE ANNUAL INCREASE? IF SO, FOR WHAT PERIOD OF TIME? DOES "47 PERCENT" REPRESENT SHARE OF "GROSS INVESTMENT"? CONTRACTOR REQUESTED BE MORE SPECIFIC ABOUT MEANING OF ANY SUCH DATA PRESENTED IN FINAL REPORT.

(D) CONTRACTOR REQUESTED EXPLAIN IN FINAL REPORT WHY IMPORTS IN 1973 OF TWO CATEGORIES FOOD PACKAGING EQUIPMENT (TOTAL CALCULATED FROM TABLE 5 DATA EXCEED TOTAL 1978 FOOD PACKAGING EQUIPMENT IMPORTS GIVEN IN TABLE 6. ALSO, CONTRACTOR REQUESTED PROVIDE FOR TABLE 5 ESTIMATED PERCENTAGE TOTAL IMPORTS UNDER BTN 84.22.300, 84.22.400, 84.22.500, 84.20.501, 84.22.800, AND 84.22.990 REPRESENTED BY FOOD PACKAGING EQUIPMENT.

(E) WE ASSUME CONTRACTOR'S STATEMENT IN PARA 2 OF JUNE 25 LETTER TO EMBASSY (CONCERNING MID-SURVEY PROGRESS REPORT) APPLIES TO ALL TABLES IN FINAL REPORT. IT IS ESSENTIAL THAT 1974 DATA BE PROVIDED AS REQUIRED IN RESEARCH SPECIFICATIONS. KISSINER

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